HUB REVIEW FINDINGS – SANTA ROSA TRANSIT MALL

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Participants:
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Existing Hub Conditions:
The Santa Rosa Transit Mall was built in 1987 and accommodates between 15 - 18 buses. Because there are so many buses using this facility, the City has designated an additional bus stop ½ block from the mall on Santa Rosa Avenue. This stop accommodates the Napa Vine bus and drop-off for the Golden Gate Transit commute bus. The Transit Mall is bordered by a theater and parking structure on the south side, is adjacent to City Hall on the east side and Santa Rosa Shopping Mall on the west side. A mobile customer service vehicle is available once a day to provide customer service and distribute schedules and transit information. The City of Santa Rosa has received a TLC grant from MTC for the Downtown Santa Rosa Mixed Use Housing and Transit Mall Connectivity Improvements including wayfinding for the Transit Mall.

CORRECTIVE ACTIONS

WAYFINDING:
Currently, signage at the Transit Mall is limited. Wayfinding is needed to provide direction between transit services at the mall and connection to surrounding destinations such as City Hall. The Transit Mall is relatively compact and of open design; a few strategically designed and placed signs could provide consistent, easy to read, easy to find, hierarchical wayfinding information without an excess of signage. This signage would later be coordinated with the improvements resulting from the TLC grant study which should also incorporate the recommendations of this hub review. Wayfinding program corrective actions should include but is not limited to:

Identification of station or transit operator

- Install pathfinder signs from the surrounding roads, bikeways and pedestrian access points (see checklist questions #1, 5; photo #1);

- Add station name and operator logos on the existing gateway metal structure at the Transit Mall entries (see checklist questions #2, 3; photo #2, 3;

HUB REVIEW FINDINGS – SANTA ROSA TRANSIT MALL

- Install signs at all decision points in the hub, which direct passengers between Santa Rosa CityBus, Golden Gate Transit, Mendocino Transit, Sonoma County Transit, and Vine buses, RTIC"s, bicycle facilities, and delineates the accessible pathway throughout the hub facility including (see checklist question #9):
    - o The mall entries and exits (photos #2, 3);
    - o North and south side bus boarding platforms (photos #4, 5);
    - o The parking structure and bicycle parking areas; (photos #6, 7);
    - o The mobile transit information center (photo #8);

Moving around or entering or exiting the station

- Use a consistent set of graphics, fonts, and colors for directional signs (see checklist questions #10, 11, 13 – 15; photos #5, 9);

- Include operator logo on all directional signs (see checklist question #6; photos #8, 9);

- Use a consistent and bold arrow design at all decision points (see checklist question #16);

- Add international icons and symbols where appropriate;

- MTC will work with a transit operator who will take the lead on the development of a comprehensive and consistent wayfinding sign program, including providing funding for program development and P S & E costs. These improvements should be closely coordinated with efforts of the TLC funded Downtown Santa Rosa Mixed Use Housing and Transit Mall Connectivity Improvements to maximize the continuity and benefits of both programs.

Identification of where to board or wait for transit

- Bus boarding platform signs should be bolder and more apparent (see checklist question #17);

- Bus shelters and route numbers should include destination information (see checklist question #19);

- Bus stop signs should include large and bold operator logos (see checklist question #21);

- Bus boarding platforms should include schedule, next bus, and last departure information (see checklist questions #19, 20).

HUB REVIEW FINDINGS – SANTA ROSA TRANSIT MALL

CUSTOMER INFORMATION:
Transit schedules are not consistently available at most bus stops and there is not information about downtown Santa Rosa and the businesses adjacent to the Transit Mall.

Regional Transit Information (RTIC)

One RTIC exists at the south side bus platform. It has information that is limited to just the Santa Rosa City Bus and the information is not organized in a logical hierarchy. Corrective actions should include:

- Redesigned RTIC should include (see checklist question #26; photos #10, 11, 12, 13):
   1. The regional 511.org transit map; and
   2. Subregional or system map for local operators.

- Install a new RTIC at a central location on the north side bus platform that is consistent with other RTIC information (see checklist question #27; photo #14).

- Add signage that will clearly and visibly identify the RTIC's.

Local Transit Information

- Local transit information would include:
   1. Subregional or system map for local operators;
   2. Schedules and service hours;
   3. Fares and specific system information;
   4. Hub layout map; and
   5. Local vicinity map.

- New signs with operator logos that direct passengers to the various bus stops on either platform (see checklist questions #17, 21; photos #5, 8);

- Provide bus route and schedule information at all bus stops (see checklist questions #18, 20; photo #4).

- Work with the City of Santa Rosa and the downtown business association to develop a directory of points of interest, public facilities, shops and restaurants and integrate this information with a hub vicinity map (see checklist question #30; photo #10).

REAL-TIME SIGNAGE:

Existing Real-Time Signage

Currently there are no real-time signs at this regional hub. Once AVL systems have been installed in a majority of the operators' buses, then two real-time signs could be installed adjacent to the RTIC's on the north and south bus platforms at this hub (see checklist question #38).

Future Real-Time Signage Installations

HUB REVIEW FINDINGS – SANTA ROSA TRANSIT MALL

The following corrective actions are suggested to improve operations at the hub:

- Expand existing real-time information for all service providers and place them on each provider's bus platforms in the Transit Mall (see checklist questions #38);

- Provide directional signage to the real-time signs (see checklist question #38);

- Real-time signage should include route numbers, destinations, next bus, time, date and additional customer information (see checklist #39).

STATION PHOTOGRAPHS

1. Lack of Pathfinder signs to Transit Mall

2. Lacking station name and operator logos

3. Lacks station name and operator logos

4. Northside bus shelter and platform needs directional sings and logos.

5. Southside bus platform needs directional sings and logos

6. Parking structure entry needs direction sings

7. Bike parking area needs directional sings

8. Need directional sings to mobile customer service center and operator logos

9. Consistent graphics would improve these signs

10. Information is not well identified or complete

11. Existing Regional Transportation Information Center

12. Existing RTIC

13. Additional local information

14. Possible location for new RTIC on northside bus platform

			Hub Review Checklist Summary
			WAYFINDING
Yes	No	N/A	
			Identification of station or transit operator
3	9		1. The hub is clearly identified, visible from surrounding roadways by vehicular and pedestrian traffic. • Hub is not identified from the shopping mall. Need a sign on Sonoma and bike way. Archway is well marked • The existing metal archway is well marked but needs identification sign. • The Transit Mall is not identified when approaching from the shopping mall, surrounding streets and bikeways • Need pathfinder signs on Santa Rosa and "B" Streets
5	7		2. Entrances into the hub are clearly identified, visible from approaches by vehicular and pedestrian traffic. • The existing flag and archway are attractive and easy to see. • Need a sign at the entrances and more pedestrian level sings. • Consider colored or textured pavement at the entries
3	7		3. Transit operators serving the hub are clearly identified at the entrances with their logo and name. • Transit operators are not clear at the Transit Mall. • Logos are too small and only at some bus stops
8	3		4. Station identification reinforces information on printed maps and schedules.
5	8		5. Station name is identified on the entrance sign along with agency logo. • Good use of flags but wayfinding sings would be helpful • Station name is very small and hard to read. It is not apparent.
			Moving around or entering or exiting the station
Yes	No	N/A	
7	5		6. Agency logos are included with names on directional signs within the facility. • No directional sings in the Transit Mall.
1	3	6	7. Turnstile level street exit directional signs also include connection agency names and logs.
2	10		8. Vital connections information is grouped together on signs.
0	10		9. Connection directions are provided at each decision point and there are no gaps in the connection directional information flow. • No decision points in the Transit Mall • Create decision points with new wayfinding sign program for inside and outside the Transit Mall

0	11	1	**10.** Exiting directional signs list a hierarchy of the popular destinations and connecting services to reach these destinations. • Include a new wayinfind sign program with directional signs to near by streets.
0	10	2	**11.** Where connecting transit service is not within the station, clear directional signage (including walking distance) is provided to these services. All sign placement complies with 2004 ADAAG guidelines. • Not consistent
1	6	5	**12.** In stations with multiple track/gate or train/ferry service, confirmation of agency, destination, and real-time departure is associated with those services. • Real-time signs would be helpful
7	3		**13.** Clear sightlines are maintained to signs and all sign placement complies with 2004 ADAAG guidelines. • Regional information and schedules are hidden in the middle of the platform on the south side.
2	8	1	**14.** Exiting connection information is color-coded to emphasize and make it easier to find directions and connections. • Sonoma County Transit, Golden Gate Transit and Citybus have distinctive colors, but the information is not repeated at the bus stops.
7	4		**15.** Signs are legible with adequate message size appropriate for viewing distance, proper contrast ratios, and illumination levels. • Signs are legible, route nubemrs are clear, but other information is missing.
0	7	4	**16.** Arrows are of consistent design and are bold in visual balance with text and are closely associated with their messages.
			Identification of where to board or wait for transit
Yes	No	N/A	
10	2		**17.** Transit boarding platforms are clearly and boldly identified. • Yes they are identified but not bold enough. Need more perpendicular signs that can be seen along the bus platforms.
1	3	5	**18.** Where a particular transit route utilizes different boarding points for opposite directions of travel, directional signage is provided to the different boarding point including platform route number, name, and route terminus (a place name).
2	6	3	**19.** At commuter rail, ferry terminals or bus stations, the boarding area identification number is large and bold with service agency, destination, number, and "real-time" departure is provided. • Good for Citybus, Sonoma Transit, and Medoncino Transit • No destination information • No real-time.

HUB REVIEW FINDINGS – SANTA ROSA TRANSIT MALL

5	7		20. Schedule frequency and last departure information are provided at transit boarding platforms and are consistent with 2004 ADAAG guidelines. • Not consistent at Citybus stops. • Not at Vine bus stop on Santa Rosa Street.
8	4		21. Bus stop signs have agency logos large and bold. • Citybus is very good. • Other bus stops need improvement • There are some logos but not all and some are too small or non-existent.
3	4	3	22. Bus stop signs have accessibility and parking restrictions as auxiliary signs below the basic bus stop signs. • Not needed
12	0		23. Bus route identification on bus stop signs comply with 2004 ADAAG Guidelines – minimum 2" route number character height.
12	0		24. Bus stop sign faces are visible from each approach direction.
7	3	3	25. Bus shelters have associated bus stop signs which are consistent with the design guidelines described in this checklist. • Signs are easy to see in Transit Mall. • Vine has no bus shelter or schedules on Santa Rosa Street.
			CUSTOMER INFORMATION
Yes	No	N/A	
			Regional Transit Information (RTIC)
7	5		26. Transit information in Regional Transit Information Display Cases is accurate and easy to read. • One case on one platform. It is hard to find and the information is not presented in a consistent and organized manner. • Minimal operators' logos. • Need bold new 511.org wayfinding design.
1	11		27. Transit operator and route maps for the nine-county San Francisco Bay Area are posted in the Regional Transit Information Display Cases. • No regional map • Need new RTIC on north side bus platform
			Local Transit Information
3	9		28. Hub specific information is provided in a case adjacent to the Regional Transit Information Display Case and at other critical locations at the hub.
2	10		29. Hub layout maps are provided in the hub information display case. • Could not find one, however it may not be necessary in the Transit Mall.

2	10		**30.** Map of hub vicinity with landmarks and attractions is posted in the hub information case. • Not for most operators, but it would be helpful. • Yes it is part of Citybus schedule.
9	4		**31.** Posted transit information (i.e. maps, schedules) is well maintained, accurate and easy to find. • Okay but it could be better. Not consistent and not well signed. • One must go to the appropriate stop to find a schedule.
9	3		**32.** Schedules, fare, transfer information and hub layout maps are located near bus stops and loading platforms. • Yes there are some schedules and transit information at the Transit Mall. It is not at each platform. • None for Vine and Golden Gate Transit on Santa Rosa Street.
4	6	1	**33.** Printed schedules and maps distributed at the hub contain accurate information and are consistent with the information provided in the Regional Transit Information Display Cases. • No distribution case for maps or schedules • There is a mobile transit information center that is at the mall once a day.
			REAL-TIME SIGNAGE
Yes	No	N/A	
			Existing Real-Time Signage
0	11		**34.** Real-time signage is provided at the hub.
			35. Location of signs (indicate on station diagram).
			36. Description and photo of signage types.
			37. Identification of transit services included on real-time signage (Include operator and mode).
			Future Real-Time Signage Installations
			38. Describe location(s) for future real-time signage locations (indicate on station diagram). Refer to Appendix A Real-Time Technology Guidelines page A-24 • Need a new RTIC and real-time sign on each bus platform in the Transit Mall. • Use wayfinding signs to identify the location of these signs.
			39. Describe transit services that would be included in real-time signage displays. Refer to Appendix A pages A-24-26. • Show route numbers, destinations, next bus, time, date, and customer information.